

WE COME IN PEACE
TO DESTROY
COMMERCIAL RADIO

WRUW
91.1 FM
MISSION
GUIDEBOOK
SPRING '96



Letter from the G.M.

Once again, I find myself with the dubiously honorable duty of writing a letter to begin our program guide. Of all the things I do for WRUW, this is perhaps the most difficult. What to say? I could regale you with horror stories of being woken up at 3:30 AM by programmers looking for a substitute for their show which starts in a half-hour, or of the loathsome task of dealing with university bureaucracy, or of the body- and mind-numbing twelve hour work days. This I could do, but listening to me complain for half a page would probably not give you a correct impression of either myself or of WRUW. Instead, I will touch on a theme often repeated here, but which, in light of current events, is becoming more and more important.

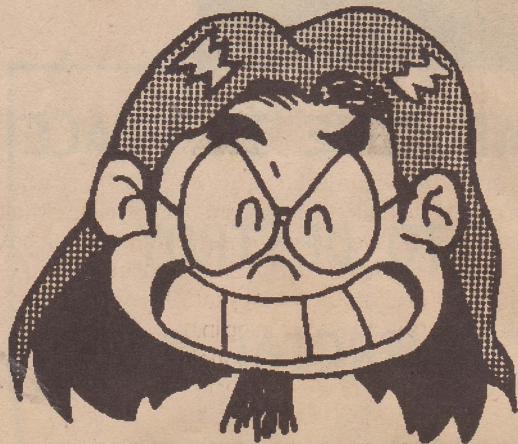
As you hopefully are aware, WRUW is an incredible resource in Cleveland. In fact, Cleveland is lucky to be packed with a large variety of nontraditional media, with several alternative newspapers, and several noncommercial radio stations.

WRUW and its ilk are becoming more and more rare. With government funding fading fast, networks like NPR and PRI are having to cop a more mainstream "party line." One of our programmers lamented recently about programs like "Frontline" that used to be more concerned with the truth than with not offending the corporate sponsors who make giant contributions and will pretty much be the controlling influence over "public" radio in the future. Hopefully, this should never happen to WRUW. We don't receive any government funding at all. We don't plan on it, we don't budget around it, we're not big enough a station to get any. While I used to think this was a problem, my outlook has changed. We're not affected in the same way

other noncommercial radio stations will be. However, since we don't get money from the government, or huge cash sums from corporations, we have to procure funds in a more tried and true method, the Radio-Thon. In fact, I like to think that the only thing we have in common with other noncommercial radio stations is the pledge drive.

The point I'm making is this: you could throw your money in with giant corporate interests, like Dupont and Pepsico, by making a donation to some other station, or you could support a community organization like WRUW, which only receives money from outside Cleveland when an alumnus of the station sends a check.

-Regards
Greg Lyle
General Manager
WRUW



ARTWORK BY WAYNE ROSCOE

EXECUTIVE STAFF

General Manager	Greg Lyle
Business Manager	Kelvin Wu
Program Director	Charlie Luther
Assistant Program Director	Steve Hunder
Music Director	Wade Tolleson
Training Director	*Rich Lowe
Production Director	Ron Kretsch
Public Affairs Director	Matt Hurd
Traffic Director	Mike Kim
Underwriting Director	Kerry Howell
Concert Promotions Director	Ben Trella
Public Service Directors	Neal Filsinger
	Josette Farah
Program Guide Editor	BJ Martino
Technical Directors	Rolf Taylor
	Herb Hamilton
Alumni Director	Dave Newman

Archive Director
Live Music Coordinators

Brian Davis
Marty Gulaian
Kevin Nose
Mike Kechison
Peter McCall
Phil Way

Station Advisor
Chief Engineer

WRUW-FM 91.1 is the student run radio station of Case Western Reserve University. WRUW is dedicated to innovative and diversified music and programs of community interest.

This Spring 1996 Program Guide was compiled by BJ Martino, Greg Lyle, Charlie Luther, Ron Kretsch, and Ileana Lelutiu. Cover by Ron Kretsch. Circulation 8,000 copies. Copyright ©1996 by WRUW-FM 91.1, Case Western Reserve University.

Our World Wide Web address is <http://www.cwru.edu/CWRU/org/wruw/wruw.html>. The maintainer of this site is Daniel Alt, dan@grendel.astr.cwru.edu.

Listener Survey Results

Just exactly *who* is listening to WRUW? That's a question that has occurred to virtually every programmer at our radio station, at one time or another. We don't have any windows in our basement studios, so its real easy to just get lost in the walls of record and compact discs and forget that-oh yeah- there's a lot of people out there with radios tuning in.

We printed a detailed questionnaire in our last program guide, and a number of you were kind enough to fill it out and send it in. It was great to hear from the listeners who have been along for the ride since WRUW went on the air as a ten watt station in 1967. A lot more came on board when we raised our power to 1000 watts in 1980 and began broadcasting to the Greater Cleveland area, as well as several large schools of fish in Lake Erie. I'd say something about it being a "long, strange trip" but the punk rock contingent here would never forgive me. Instead I'll just reaffirm our twenty-nine year old commitment to freeform radio and hope that we can all keep doing it for another twenty-nine.

Of course, what we mean by "freeform" was one of the most hotly debated subjects of the listener surveys, as well as by all us WRUW programmers. Everyone has their own definition of "freeform radio" and how we could do it better. The simplest way of describing freeform would be to say that it was radio *sans* form, or more precisely, without a "format". Commercial stations adopt these strange creatures called formats ("classic rock," "easy listening," "alternative") because they- and their advertisers- believe people will only listen to the same few songs in a certain genre, over and over ad nauseum. There's nothing nefarious about this, it's just business. Advertisers pay money to reach an audience, and commercial radio does its best to serve that audience up to them. If the chants of Tibetan monks suddenly became popular

to a mass audience, you might hear a "monk" format. (*wait a minute...*)

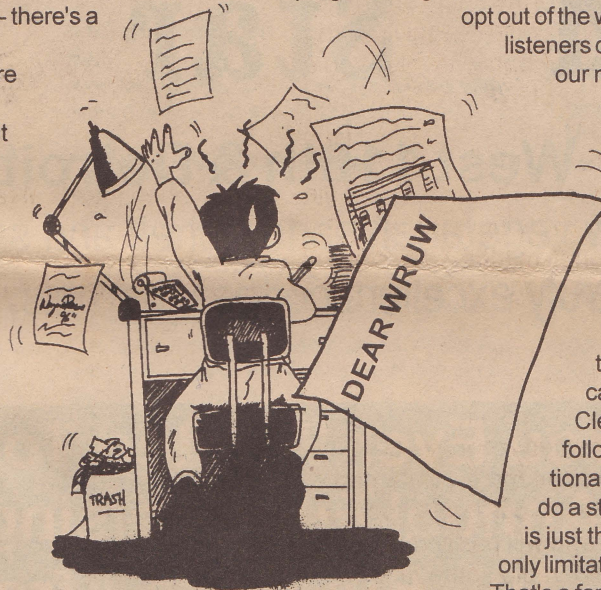
On WRUW, we don't have advertising. We don't have programming consultants, computers, or playlists. We prefer to just opt out of the whole little game, relying on our listeners directly for financial support. In fact,

our music director- Wade Tolleson- is really more of a music librarian, tirelessly hunting down virtually every new release under the sun and adding it to our collection. The only real restriction programmers receive is to leave their cigarettes outside.

Beyond that, you're free to play whatever you want. You want to do two hours of duck calls? Cool. If it can't be heard elsewhere on the Cleveland radio dial, then go to it. Just follow our FCC mandate- keep it "educational and entertaining"- and don't forget to do a station ID at the top of the hour. It really is just that simple. As a programmer, your only limitation is yourself.

That's a far cry from what's been happening at community radio stations around the country. More and more have been "professionalizing" themselves, eliminating local programmers in favor of slick, nationally syndicated shows until they become mirror images of the commercial stations they were founded in opposition of. Risk-taking goes right out the window. Other stations have run in the opposite direction, ending up with much the same result. I recently visited a Los Angeles-area station that took a Stalin-esque approach, outright banning its staff from playing major-label records on the air. I'm more comfortable with the simple approach we take here at WRUW: attract people who care passionately about music that's not heard of elsewhere, and let them experiment and experience.

-Boo Boo



Some listener responses:

What did you like most about Studio-A-Rama?

It's free!-N.T., Clev.
BYOB & Outdoors-M.N., Clev.
Great crowd-S.L., Clev.
It's different-F.D., Euclid
Mosh Pit-M.Z., Shaker Hts.

What did you like least about Studio-A-Rama?

Dogs-C.W., Clev. Hts.
Too long-R.H., Clev. Hts.
The volume! Turn it down, please.-L.S., Clev. Hts.
It replaces good radio shows.-L.S., Clev.
All the bands sounded exactly the same. How about some blues or funk?-B.S., Clev. Hts.

What did you like most about the Folk & International Festival?

Free music, mellow tone, port-a-potties-J.V., Clev. Hts.
The bands, the Heartbeats, and under the tree.-H.H., Clev. Hts.
The setting.-G.S., S.Euclid

What did you like least about it?

Stopping the music for a wedding.-L.S., Clev. Hts.
What happened to the international music part?-R.S., Willoughby

What one record most changed your life?

(Ten picked Meet the Beatles, two chose Nine Inch Nails)
Rebel Without a Pause, Public Enemy-M.Z., Shaker Hts.
Electric Light Orchestra-L.S., Clev. Hts.
Jim Pepper's Pow Wow-V.B., Clev.
Polka Changed My Life Today-B.M., Highland Hts.
Absolutely Free, Frank Zappa-K.M., Clev.
Om, John Coltrane, W.J., Warrensville Hts.

What's the most interesting thing that's happened to you while listening to WRUW?

In my car, I won tickets by crossing three lanes, skidding to a stop at a pay phone.-M.N., Clev.
I developed a unified fields theory.-L.S., Clev.
I aged over twenty years.-J.V., Clev. Hts.

Not just another
barnyard
coffeehouse

Red Star Cafe

West 116th & Detroit

New vegetarian sandwiches and salads
as well as the truly excellent coffees, herbals, ice creams, etc.

Everything You Ever Wanted To Know About WRUW's Annual Fund-raising Telethon (March 4 - 10), But Were Afraid To Ask.

If you played your stereo 24 hours a day, every day, how long do you think it would last? And would you be satisfied if you only had a few records to listen to? At WRUW we depend on your support to maintain our equipment, to keep our music library up to date, and for our summer concerts.

That's why every spring WRUW holds an on-air fund-raising Telethon. This year the Telethon will run from Monday, March 4 through Sunday, March 10. During this week, each programmer on WRUW will be asking you to pledge your support to the station in the form of a cash donation. In return, we will thank you with a gift of a cassette or CD, or a WRUW T-shirt or sweatshirt. Listeners who have donated to our Telethon in previous years will receive an additional premium.

So, what do we do with this money? A large part goes towards maintaining and replacing our on-air and production audio equipment throughout the year. Think about it: at WRUW we run our CD players, turntables, cassette decks and transmitting equipment 24 hours a day, every day. Worse yet for the CD players, we open and close them for every track we play. Even our microphones and headphones take a beating with 70-plus people using them. When a piece of equipment in our air studio wears out, we need to replace it fast. And because we work our equipment so hard, we have to buy the more expensive durable units.

Another part of the Telethon proceeds goes towards increasing our CD library. WRUW has been on the air for over 25 years, and much of our music library is still composed (or decomposed) of vinyl records, some of which (the most popular ones) are showing their age. So during the year, we purchase both new releases as well as reissues to replace these worn out recordings. And to maintain our diversity, we divide our music budget among different types of music by how much money we received in

support of each. In other words, if you donate to a reggae show, part of your pledge will be used to improve our reggae music collection.

Finally, we use your donation to help produce our annual on-air concerts, Studio-A-Rama and the Folk and International Fest.

Where doesn't your money go? Not one penny of your donation goes to paying salaries. All WRUW staff members are volunteers, committed to providing the best radio diversity in Cleveland. All money raised during the Telethon goes directly to our programming quality. At WRUW we like to say that we return your donation to you over the air.

Now about the premiums: In return for your donation, you automatically receive a year's subscription to our Program Guide, which will be mailed to you in the Summer, Fall and Spring. For a pledge of \$20 or more, we'll send you a cassette or CD from our general selection. For \$25, you can request a WRUW T-shirt, in sizes Large, XL and XXL. For \$35 you can receive a WRUW sweatshirt or a CD from our feature catalog. And for \$50, you can spend a half-hour as guest programmer on the show of your choice. For larger donations, you can receive combinations of the above. In addition, after the Telethon, a special prize drawing will be held, with the winner receiving either a weekend package in University Circle, or tickets to an Indians game. Also, at the end of each day, one listener who pledged that day will win a WRUW T-shirt. To get in on the drawing, we ask that you add \$5 to your base pledge.

So that's why we need your support, and what you get in the deal. WRUW's mission is to provide a diverse alternative to commercial radio. To do our best, we need your help, with a donation to this year's Telethon!

-Ron Cass

WRUW SPRING PROGRAM DESCRIPTIONS

Sunday

2:00 am/THE RIDDIM AND RHYME BANK

Madd Money Mike

A four-hour mix of hip-hop and reggae dancehall flavor. Club urban flavor pounding hard through a radio near you.

6:00 am/SUSSIE

Sussie

A plethora of assorted goods.

9:00 am/UBIQUITOUS WORLD CONSCIOUSNESS

Matt Hürd

A celebration of the music of planet Earth. Indigenous roots from the dawn of time, to the most recent world releases drumming into the new millennium. The Sunday morning soundtrack of shamanic myth, ritual and transformation. Cleveland's premier world music program featuring "Hybrid World Fuse" for your global trance pleasure. [Http://www.cwru.edu/CWRU/org/wruw/wruw.html](http://www.cwru.edu/CWRU/org/wruw/wruw.html)

Noon/SUNDAY MATINEE

David Caban

WRUW's weekly tribute to the composers and performers of Broadway musicals and Hollywood films. Listen for special tributes and prizes every Sunday during this spring on WRUW.

2:00 pm/BLUES HANGOUT

Marty Christian

All blues from all places.

4:00 pm/ALL THINGS ACOUSTIC

Luke Magee

Back for a second year. An eclectic mixture featuring the best from today's singer/songwriters as well as the rarely heard classic. I will also venture into the realm of Acoustic Rock to bring you some undiscovered greats.

6:00 pm/MANNERIST MEDLEY

Mannix

Distortion as the most powerful form of expression

10:00 pm/BIRD CALLS

Dr. Bill

Jazz Plus.

Midnight/(TECHNOLOGICAL)++

Sam H.

Ambient to jungle, with an emphasis on Detroit and acid. [Http://techno.jolt.com](http://techno.jolt.com)

Monday

2:00 am/ANARCHIST'S SONGBOOK

Greg Lohman

"I know what noise is, and that's noise!" -Greg's Dad. Yeah Dad, but it's good noise. All sorts of Rock Styles, occasionally somewhat freeform-esqe.

5:00 am/Total Blau

Ben

A veritable cornucopia of fleecy jazz really early in the morning. Listen, it'll be good for you.

7:00 am/LOSING CONTROL

Jeff

Techno and ambient

9:00 am/ONE BROTHER IN THE BASEMENT

Steven St. James

The latest move and undergrooves. Take you want to be. Listen to this show and trip out on the residue. Shaggy

11:30 am/SUCCESS STORIES

Public Affairs

America's leading independently produced business information radio series, featuring the entrepreneurial founders of exciting, emerging, public companies. Hosted by Ezra Shienbaum, and produced by endless mountain radio.

Noon/STRAIGHT TO THE HEAD

Prince

The Sounds of now, live from Kingston Jamaica.

3:00 pm/FOR YOUR RAGING PHALLUS

Ben

I'll bite you a new anus!

5:00 pm/GLUESNIFFERIFFIC!

Ron K

OK, how about "Urinalicious"? "Analicious"? How's "Genitalicious" grab ya? Yeah, "Genitalicious". That's the one.

7:00 pm/Just Chillin'

L.C.

Presented live at WRUW, this call-in talk show features interviews with local professionals and volunteers on a variety of teen related issues and social concerns. Produced in cooperation with the Cleveland Treatment Center.

7:30 pm/ANNIE'S BLUES SHOW

Annie

A wide range of blues with an emphasis on Chicago blues of the 60's and 70's.

10:00 pm/NUCKING FUTS

Kelvin

Listen. It's good for you.

Midnight/B-BOY TRANSMISSIONS

Martin

Beats and lyrics

Tuesday

2:00 am/LOVE SONGS FOR THE RETARDED

Justin

Spoon-fed crap for degenerate teens living in the Age of Plastic.

5:00 am/TABOUKALLOLI

Luke Nihlen

Join me as I journey where most have the taste to know not to go.

7:00 am/SCREW THE BUZZARD T.P.

From 7-8 you'll hear the best of Punk with a little hardcore thrown in, then from 8-9 the Rude Boy style is in effect & all da cats will be listening to the finest ska on the Cleveland airwaves. Concert info, ticket giveaways, and of course music. So tune in & get skankin'.

9:00 am/2½ HOURS W/ MATT

Matt

Jazz, Ambient, Rock & Rhythm. A random assortment of music you like even if you never heard of it before. (Hey, I like it & you don't even know me.)

11:30 am/SOUNDINGS

Public Affairs

A wide array of today's most engaging topics. Produced by the National Humanities Center and hosted by Wayne Pond.

Noon/GREASY KIDS STUFF

Ace

Where is your Saviour now ?

2:00 pm/ECLECTIC COLLECTIONS

Chris Doll

Just like it says, performing arts- classical, soundtracks, and showtunes, in between the pointless banter, good music. Lots of movie scores, and of course, James Bond. DJ is back- What more could you ask for?

4:00 pm/THE UNREACHABLE STAR

Brent

The tradition of Broadway lives on at WRUW. Music from the stages of Broadway, Hollywood, and London are featured, with the old and new, the great and the not-so-great, from A to Z.

6:00 pm/POLKA CHANGED MY LIFE TODAY

Dr. Polka

Polka Polka. That's for me. Ethno dance MUSIC!

7:00 pm/ONE STEP BEYOND

David Emory

Focus on the U.S. military & intelligence community's historical involvement with international fascism. Researching such national security establishment abuses as domestic and foreign political assassinations, and governmental complicity with organized crime and drug smuggling syndicates.

WRUW-FM 91.1 Spring Schedule

Su M T W Th F Sa

IT'S 2 AM WRUW NOW BEGINS ITS BROADCAST DAY IT'S 2 AM WRUW NOW BEGINS ITS BROADCAST DAY IT'S 2 AM WRUW NOW BEGINS ITS BROADCAST DAY

2	Madd Money Mike	Greg Lohman	Justin	Jeff	Scott	Russ 'n' John	Neal	2				
3	The Riddim and Rhyme Bank	Anarchist's Songbook	Love Songs for the Retarded	Texas Flood	Hog Wild <i>comedy, issues, more-than-just-talk show</i>	Wide Screen Stereo	Dare Waves	3				
4								Rock & Stuff	punk, garage, etc.	Blues	Film Talk/ Free-Form	4
5								Ben	Luke	Jamie	Craig	Mark
6	Sussie	Total Blau	Taboukalloli	Morning Snooze	Chicks Dig It	My Friday Morning Time Slut	<i>night time music</i> Laura	6				
7	Sussie	Jeff	T.P.	Dan		<i>freeform</i>	D A V I D	Oldies Unlimited	7			
8	<i>freeform</i>	Losing Control	Screw The Buzzard	Your Father's Oldsmobile		<i>indie-rock</i> BJ Martino	Wade	<i>Rock & Roll Oldies</i>	8			
9:00	Matt Hurd	Steven St. James	Matt	Campion	The New #2	The Power Surge	Diversified Inc.	9				
9:30	Ubiquitous World	One Brother in the Basement	2 1/2 Hours with Matt	F.Y.M.				Marinel	930			
10								<i>freeform</i>	10			
11:00	Consciousness	<i>Underground Dance</i>	<i>freeform</i>	<i>freeform free-for-all</i>	<i>freeform</i>	<i>Metal</i>	Jimmie Wilson	1100				
11:30	World	Success Stories	Soundings	Book Show	51%	New Dimensions	Roll	1130				
12	Dave Caban Sunday Matinee	Prince	Ace Greasy Kids Stuff	Anything but Pachelbel Classical	Carl sf	Kris Come Out & Play	Away the Dew	12				
1		Straight		Dr. Ethan B. Funkenstein	Johannes		country/folk	1				

	Sunday		Greasy Kids	Classical	SI	Come Out	Dew	
1	Matinee	Straight	Stuff	Dr. Ethan B. Funkenstein	Johannes	& Play	country/folk	13
1:30	<i>Showtunes</i>	to the Head	<i>Metal</i>	A Slip	& Bela & co.	<i>metal</i>	Black Scorpio	1330
2	Marty Christian	<i>Reggae</i>	Chris Doll	o' tha Tongue	Marla	M1K3K1M	The Black	14
3	Blues	<i>Ben Trella</i>	Eclectic	<i>Free n' Funky</i>	My	OSCILL8	Scorpio	15
	Hangout	<i>For Your</i>	Collections	Joe	Show		Show	
	<i>blues</i>	Raging Phallus	<i>performing arts</i>	Wedge	<i>FreeForm</i>		<i>reggae</i>	
4	Luke Magee	<i>Good Music</i>	Brent		Boo-Boo / Vicki	<i>flarged</i>	Ian	16
	All Things		The Unreachable	<i>Mandatory</i>	Boo-Boo & Vicki's		The Antidote	
	Acoustic	RONK	Star	Kerry	Bastard Child		<i>Rock</i>	
5	<i>Folk</i>	Gluesniffer-	<i>Musical Theatre</i>	Mood	<i>free-form</i>	Night of the	<i>Al-Jeel Al Jadeed</i>	1700
5:30		iffic	Polka Changed My	Swings	The Greg Holtz Show	Living Dread	Scott Larson	1730
	Mannix	<i>expect nothing</i>	Life Today	<i>Folk</i>	<i>Nationalities</i>	<i>reggae</i>	That's How I	18
6		<i>Just Chillin'</i>	One Step Beyond	<i>Peep This</i>	New American Radio	<i>Gaywaves</i>	Escaped My	
7:00		Annie	Max & Slim	Steve Hunder	Cuzin Dave Wilson	Joe Riznar	Certain Fate	
7:30	Mannerist		Your	The Binge	When the Roses	Your Favorite	Charlie	1900
8	Medley	Annie's	Johnsons'		Bloom Again	Rebellion	Blues for	20
9		Blues Show	Hanging Out		<i>Country Roots and</i>	<i>A-rockin' &</i>	Sadie	
	<i>Jazz & Melt</i>	<i>Blues</i>	<i>Variety Show</i>	<i>Jazz Explosion</i>	<i>Branches</i>	<i>A-reelin'</i>	<i>Freeform</i>	
10	Dr. Bill	Kelvin	Joe Banks	Joe Banks	Live From	Jim Szabo	Jeff	22
	Bird	Nucking	Global Taxi	Rhythmajick	Cleveland		Tougher Than	
11	Calls	Futs	Flip Top		Jen Sed &	Down By	Yo Papa	
	<i>Jazz Plus</i>	<i>Oi Weh!</i>		<i>Neo-Primitive</i>	Mystery Jim	The	<i>Electro-Industrial</i>	23
12	Sam Harmon	Martin	The Flip	Rick and Nate	SMUT	Cuyahoga	Trevor	
	(Techno	B-Boy	Top Café	Freakshow			The Beatbox	
	Logical)++	X-missions	<i>Drum & Bass,</i>	Steve Ernst		<i>Jazz</i>		
1	<i>Logical Techno</i>	<i>Hip-hop purism</i>	<i>Jungle</i>	<i>70's</i>	<i>Stupified</i>	<i>Jazz Calendar at</i>	<i>Deep House, Garage,</i>	0
						<i>Midnight</i>	<i>Hardhouse</i>	1

Request Line 368-2208

WRUW SPRING PROGRAM DESCRIPTIONS

7:30 pm/YOUR JOHNSONS' HANGING OUT

Max and Slim

Three Fijian fishermen. Mink in the Drink. Amazing photos analyzed. Brain lifted out. No sign of how its various connections were severed. Just pulled out as though not attached to anything and placed on large tray. Serve cold with a white french Chablis. A speaker and a microphone are basically the same thing; one sucks and the other blows. Pigeon toe-jam. Your phone calls. Our drivel. Music. Comedy.

10:00 pm/GLOBAL TAXI

Join a revolving crew of Global Taxi Drivers for a 60-minute world tour every Tuesday night. Upcoming shows will focus on the music of Kenya, Cuba, Madagascar, percussion from all over the globe, and the sounds of festivals and parades. Please tip the driver as you exit.

11:00 pm/THE FLIP TOP CAFÉ

Jason Lyons

Chill out for the first hour to some ambience. But be prepared, for you shall be plunged into the deepest jungle, where the drum and bass rings true. Welcome to my Café, sit a spell.

Wednesday

2:00 am/TEXAS FLOOD

Jeff Puckett

Just some good blues.

5:00 am/MORNING SNOOZE

Jamie

Morning coffee not strong enough? Then wake up to the Morning Snooze. It has all the essential vitamins and minerals you need to get through the day as well as a clever mix of rock and electro-industrial music. The Morning Snooze will get you going in the morning.

7:00 am/YOUR FATHER'S OLDSMOBILE

Daniel "the Fish" Alt

Take a trip back in time in "Your Father's Oldsmobile." On the way you'll hear the great music of the 20's, 30's, and 40's.

Big bands, boogie, dixieland, and occasional trips to the movies. Stereo? Who needs it!

9:00 am/F.Y.M.

Campion

Freeform free-for-all.

11:30 am/THE BOOK SHOW

Public Affairs

From WAMC and the Writer's Institute of New York, "The Book Show" features interviews with award-winning authors and poets.

Noon/ANYTHING BUT PACHELBEL

Daniel "Your ad here" Alt

Classical music. Movie soundtracks. No Taco Bell jokes, please. For more info, <http://www.cwru.edu/CWRU/org/wruw/shows/abp/abp.html>

1:00 pm/A SLIP O' THA TONGUE

Ethan Field

ZAM POP SQUONK GROOOOOVE!

A funky mash of Jazz, Disco Hip-Pop, Rock, and King Funkticus Himself! Plus wayouts of Zydeco, Classical, Kidstuff, and the Rest of The World. Sounds best when immersed in \$240 worth of Chocolate Puddin'. May cause fetuses to boogie in tha womb.

3:00 pm/WEDGE

Joe

"...but I was going into Toshi station to pick up some power converters!" Music that rivals the marksmanship of Imperial soldiers. Maybe you've heard it before and maybe you will later, listen anyway. Hear the sound of dancing ninjas. You can waste time with your friends when the show is over.

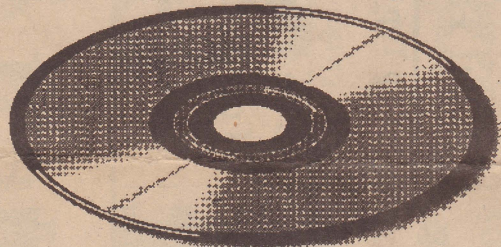
5:00 pm/MOOD SWINGS

Kerry

Your perfect pre-dinner snack.

bent crayon

COMPACT DISCS & VINYL



INDIE & IMPORT LABELS:

Kranky • Drag City • Dionysus • Lookout
K • Mo Wax • Clear • R&S • Warp • Fax
Merge • Drunken Fish • Crypt • Wiija
Reflective • Soleilmoon • Mille Plateaux

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bcrayon@en.com

HOURS: Mon-Sat. 11-8, Sun 12-5

GROG SHOP

1765 COVENTRY RD.

216-321-5588

HAPPY HOUR 4-9 DAILY

TUE 2/20 DROVERS

THU 2/22 DAVID BROZA

FRI 2/23 JOHNNY SOCKO

THE MERMEN

SAT 2/24 QUAZIMODO

MISS MAY '66/BUGATTI TYPE 35

SUN 2/25 SALT

TUE 2/27 U.S. MAPLE

THU 2/29 TORTURE KING

FRI 3/1 BILLYGOAT

SAT 3/2 MEPHISKAPHELES

SUN 3/3 DONNA THE BUFFALO

TUE 3/5 SKUNK ANASIE

THU 3/7 CHARLES GAYLE

TUE 3/12 BUZZOVEN

THU 3/21 EDSSEL/DITCH

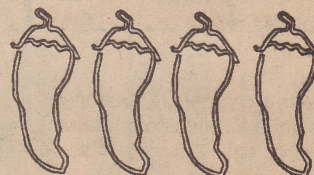
SAT 3/23 BABE THE BLUE OX

10¢ WINGS NO COVER

EVERY MON & WED

WILBERT'S

BAR & GRILLE



Featuring

Southwestern cuisine
for lunch and dinner

&

NATIONAL Roots,
Blues & Zydeco music



VOTED BEST BLUES CLUB in

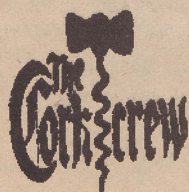
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WRUW SPRING PROGRAM DESCRIPTIONS



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7:00 pm/PEEP THIS

Lady Boss

This live community awareness program is designed to educate empower, and inspire our communities. Topics provide solutions to change out lives.

7:30 pm/THE BINGE

Steve Hunder

Jazz from the inside + out- from Mingus to William Parker and back. Plus 'Inside the Jazz Life' beginning in March, featuring music + interviews from jazz's creative side.

10:00 pm/RHYTHMAJICK

Joe Banks

New earlier time slot! The meaning of modern and ancient musical technologies. Trance, tribal, ambient, dub and other rhythmic synaesthesia. Transmissions for the future primitive.

Midnight/FREAKSHOW STEVE ERNST

Rick and Nate

The Naked listening experience of the 1970's. We spin punk, funk, disco, and classic rock. Two words, people: Boo Bees.

Thursday

2:00 am/HOG-WILD!

Scott

"He hasn't got a funny bone in his body."-mom; "He's got a radio show?"-some ignorant punk; "Hog-Wild! A humor show with meaning. As deep as my belly button."-intellectual fat guy; Song parodies, skits, interviews, roommate rumbles, goofy laughter, and a 6'8" sidekick.

7:00 am/CHICKS DIG IT

Craig

Indie-rock.

11:30 am/51%

Public Affairs

This show explores the political and social issues of particular concern to women. Produced by WAMC in New York, the host of 51% is Beth Engler.

Noon/sf

Carl

I generally play classical music, usually from between 1850 and the present. I favor lesser known works of famous composers, or works of lesser known composers. I also take occasional requests in any genre (past examples include the Sex Pistols, Mahairshnu Orchestra, and KISS) between classical tracks, although left on my own I adhere entirely to my classical format.

2:00 pm/MY SHOW

Marla

fuzz

4:00 pm/BOO BOO AND ZELDA'S BASTARD CHILD

Boo Boo <or> Vicki

Freeform music at its finest.

6:00 pm/GREG HOLTZ SHOW

Greg Holtz

Great polka music, community news, your announcements and dedications Nationalities radio programming at its best.

7:00 pm/NEW AMERICAN RADIO

Public Affairs

A highly entertaining public affairs program that was destined to precede Cuzin' Dave.

7:30 pm/WHEN THE ROSES BLOOM AGAIN

Cuzin' Dave Wilson

Country roots and branches from all eras: old-timey, blue-grass, rockabilly, tex-mex, swing, Cajun, zydeco, ragtime, blues, acid banjo and crabgrass.

10:00 pm/LIVE FROM CLEVELAND

Absolutely live music, direct from our studios, every week.

WRUW SPRING PROGRAM DESCRIPTIONS

11:00 pm/SMUT

Jen Sed + Mystery Jim

I hate reading! F**KIT! JUST LISTEN!

Friday

2:00 am/WIDE SCREEN STEREO

Russ 'n' John

If your taste in music and movies runs to the outlandish, original, and independent- with a reverence for the traditional- then tune in, turn on, buy some popcorn and kick back with some of the best in Ernst-Free fun. Opinions Verité and Music Diverité-guaranteed.

[Http://kz.scl.cwru.edu/~rlm3/radio.html](http://kz.scl.cwru.edu/~rlm3/radio.html)

5:00 am/MY FRIDAY MORNING TIME

SLUT

Mark

Hot Dip Galvanized- The original corrugated can.

11:30 am/NEW DIMENSIONS

Public Affairs

Featuring intimate and spontaneous conversations with leading thinkers and innovators.

Noon/COME OUT AND PLAY

Kris

What a way to end the work week- death metal, thrash metal, new metal, old metal, rare metal & real sexy voice- What more could you want?

2:00 pm/OSCILL8

M1K3K1M

Welcome to OSCILL8. The drug references have been laid to rest. That little inside joke has played itself out & all those involved had a hearty laugh. No, there will be no more pathetic attempts to shock you, annoy you, or try to get you to go out with me. I'm above all that now. This time I'll sit back, play a lot of hardcore-underground choons & spew a truckload of classic elitist clichés that deal with such buzzwords as 'TB-303', 'TR-808', 'TR-909', 'Detroit', 'Chicago', 'UK', 'Import', 'Promo', '7"', '10"', '12"' & all that garbage. Yeah, this time it'll be different. This time I'll be as cool and & subversively hardcore as you think I deserve to be.

5:00 pm/NIGHT OF THE LIVING DREAD

Rich Lowe

Older people describe reggae as Calypso while young people know it to be dance-hall. To me it's everything in between. It's produced on every continent, but arguably the best comes from the source, Jamaica, which per capita produces more music than any country in the world. Regular features on artists, news from Jamaica and the reggae industry, and occasional interviews.

7:00 pm/GAYWAVES

John Graves

Gaywaves continues to bring news and information pertinent to Cleveland's gay, lesbian, bi-sexual and transgendered communities, including updates on AIDS and homophobia, plus a community calendar.

7:30 pm/YOUR FAVORITE REBELLION

Joe Riznar

Now finally hitting its stride after all these years, this show explores many rock-n-roll styles and eras. New, cutting-edge independent releases are combined with a unique assortment of oldies. Tune before, tune under, drop behind.

10:00 pm/DOWN BY THE CUYAHOGA

Jim Szabo

"The music isn't dependent on changes, it's dependent on direction. Where it came from, and where it's going. Some people would call that open-ended, but it's not. We usually don't repeat the same heads, but we often work in a structure of theme/improvisation/theme/improvisation. So you know where you are coming from, and where you've got to go, and you've got a little time to make the ascent, the descent, or whatever is called for."-Leroy Jenkins

Saturday

2:00 am/DARE WAVES

Neal Filsinger

Join Neal as he wanders for four hours through WRUW's music library. The destinations aren't entirely random; selections are usually taken off the ambient, industrial, cyber and noise rock shelves. Also moldy oldies and crispy nuggets from the infamous "Dare Waves" archives. Blow the dust off your radio and listen.

Top 10 reasons to shop at



- 1) One location to serve you!
- 2) Buy 1 CD at regular price, get 2nd CD at full price.
- 3) No-one has died here (recently).
- 4) Guy from Genesis once drove by our store.
- 5) No shirt, no shoes: It's OK! We sell 'em!
- 6) Very few people leave here feeling nauseous.
- 7) You can see celebrities if you squint.
- 8) Meet that special someone.
- 9) Was going to be the site of the Rock 'n Roll Hall of Fame, but it wouldn't all fit in here.
- 10) Our helpful staff doesn't smell funny(usually).

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WRUW SPRING PROGRAM DESCRIPTIONS

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Cleve. Hts., Ohio**

6:30 am to 9:30 pm
Seven Days a Week!

6:00 am/OLDIES UNLIMITED

Laura

We revisit the 1950s, even late 1940's, occasionally '60 too. Come Rock with R&B, Doowops, Rockabilly, surf and more.

8:00 am/DIVERSIFIED INC.

Wade

A kaleidoscope of types and sounds of music, new and old. Folk-based freeform ranging through blues, rock, jazz, country, international, R&B, avant-garde, etc.

11:00 am/ROLL AWAY THE DEW

Jimmie Wilson

WRUW's long-running Saturday folk show, featuring traditional music, singers-songwriters, and acoustic country music. Cousin Jimmie features mostly contemporary musicians, but occasionally reaches back into country music's history.

**1:30 pm/THE BLACKSCORPIO SHOW
Black Scorpio**

The best in reggae music to keep you up to date on what's happening on the scene. Keeping you on your toes with music for your dancing pleasure, so tuning in is a must.

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EXOTIC PIERCINGS

By Appointment

EAST (next to Euclid Tavern)
11623 Euclid Ave.
Cleveland, Ohio 44106
(216) 421-7181
Mon - Sat: 11-9 Sun: 12-5

WEST

13385 Madison Ave.
Lakewood, Ohio 44107
(216) 221-0014
Mon - Sat: 11-9 Sun: 12-5

4:00 pm/THE ANTIDOTE

Ian Eddy

All local music, with a weekly focus on and interview with a local band.

**5:00 pm/AL-JEEL AL-JADEED
Public Affairs**

Al-Jeel al-Jadeed="The New Generation."
Arabic music, culture, and news about the local Arab community and the Middle East.

**5:30 pm/THAT'S HOW I ESCAPED MY
CERTAIN FATE
Scott Larson**

"I didn't think Mission to Burma was all that interesting. When I thought about them at all, which wasn't too often, I basically tagged them a decent Pere Ubu tribute band... and besides, they were too damn loud."-Michael Bloom. Roots and branches... and amplifiers.
<http://phoenix.kent.edu/~slarson>

7:30 pm/BLUES FOR SADIE

Charlie

Music for "Machine-gun Molly" and the "UnaBomber." Not necessarily the blues, but necessarily the Groove. Excluding electro-industrial, ambient, House, techno, dub, jungle, club, remix. Noise that matters.

**10:00 pm/TOUGHER THAN YO PAPA
Jeff**

A steady stream of electro-industrial, with occasional forages into Gothic, as well as the more delicate departures into music leaning towards the dance edge of electro-industrial. The assault you will not forget.

**Midnight/THE BEATBOX
Trevor**

Road house music mixed back to back the way it should be. Only the best house music from Chicago, New Jersey, and New York.

Hitchhiker's Guide to WRUW

DON'T PANIC! Here, in big friendly letters, is a list of shows on WRUW arranged roughly by genre.

BLUES

Sun., 2pm, Blues Hangout
Mon., 7:30pm, Annie's Blues Show
Wed., 2am, Texas Flood
Sat., 7:30pm, Blues For Sadie

CLASSICAL

Wed., Noon, Anything But Pachelbel
Thurs., Noon, sf

DANCE

Mon., 7am, Losing Control
Mon., 9am, One Brother In the Basement
Tues., 11pm, The Flip Top Café
Thurs., 6pm, Greg Holtz Show
Fri., 2pm, OSCILL8
Sat., Midnight, The Beatbox

ELECTRONIC/EXPERIMENTAL

Sat., 2am, Dare Waves

FOLK

Sun., 4pm, All Things Acoustic
Thurs., 7:30, When The Roses Bloom Again
Sat., 11am, Roll Away the Dew

FREEFORM

Mon., 5pm, Gluesnifferiffic!
Tues., 9am, 2½ Hours w/ Matt
Tues., 2pm, Eclectic Collections
Tues., 7:30, Your Johnsons' Hanging Out
Wed., 9am, F.Y.M.
Wed., 1pm, A Slip O' Tha Tongue
Wed., 5pm, Mood Swings
Thurs., 2am, Hog-Wild!
Thurs., 8am, The New #2
Thurs., 4pm, Boo Boo and Zelda's Bastard Child
Sat., 8am, Diversified Inc.

FUTURE PRIMITIVE

Wed., 10pm, Rhythmajick

INDUSTRIAL

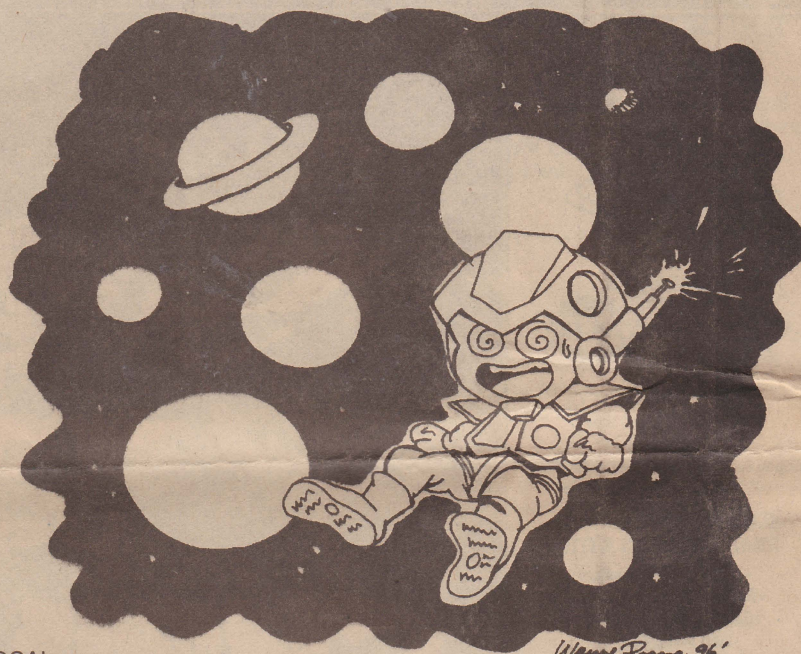
Sun., Midnight, (Techno Logical)++
Sat., 10pm, Tougher Than Yo Papa

INTERNATIONAL

Sun., 2pm, Ubiquitous World Conscious

JAZZ

Sun., 6pm, Mannerist Medley
Sun., 10pm, Bird Calls
Wed., 7:30, The Binge
Fri., 10pm, Down By The Cuyahoga



LIVE/LOCAL

Thurs., 10pm, Live From Cleveland
Sat., 4pm, The Antidote

METAL

Tues., Noon, Greasy Kids Stuff
Fri., 9:30 am, Come Out & Play

OLDIES/ROCKABILLY

Wed., 7am, Your Father's Oldsmobile
Sat., 6am, Oldies Unlimited

POLKA

Tues., 6pm, Polka Changed My Life Today
Thurs., 6pm, Greg Holtz Show

RAP

Sun., 2am, The Riddim and Rhyme Bank
Mon., Midnight, B-Boy Transmissions

REGGAE

Sun., 2am, The Riddim and Rhyme Bank
Mon., Noon, Straight To The Head
Fri., 5pm, Night Of The Living Dread
Sat., 1:30pm, The Black Scorpio Sho

ROCK

Mon., 2am, Anarchist's Songbook
Mon., 3pm, For Your Raging Phallus
Mon., 5pm, Gluesnifferiffic!
Mon., 10pm, Nucking Futs
Tues., 2am, Love Songs For The Retarded
Tues., 5am, Taboukafoli
Tues., 7am, Screw The Buzzard

MORE ROCK

Wed., 5am, Morning Snooze

Wed., 3pm, Wedge
Thurs., 7am, Chicks Dig It
Thurs., 2pm, My Show
Thurs., 11pm, SMUT
Fri., 2am, Wide Screen Stereo
Fri., 5am, My Friday Morning Time Slut
Fri., 7:30pm, Your Favorite Rebellion
Sat., 5:30pm, That's How I Escaped My Certain Fate

SEVENTIES

Wed., Midnight, Freakshow Steve Ernst

SHOWTUNES/SOUNDTRACKS

Sun., Noon, Sunday Matinee
Tues., 4pm, The Unreachable Star

PUBLIC AFFAIRS

Mon., 11:30am, Success Stories
Mon., 7:00pm, Just Chillin'
Tues., 11:30am, Soundings
Tues., 7:00pm, One Step Beyond
Wed., 11:30am, The Book Show
Wed., 7:00pm, Peep This
Thurs., 11:30am, 51%
Thurs., 7:00pm, New American Radio
Fri., 11:30am, New Dimensions
Fri., 7:00pm, Gaywaves
Sat, 5:00pm, Al-Jeel Al-Jadeed